

Introducing new Smile gum.

The first sugarless gum that doesn't taste like it won't cause cavities.

We used to call ourselves Di-et. But that name didn't really tell people what we are all about.

Introducing new Smile Sugarless Gum.



Smile says it all. Like how we taste good. Like how kids preferred Smile to other sugarless gums in a recent test. Like how we still won't cause cavities.

To introduce new Smile Gum to your customers, here's what we're doing: we've scheduled full-page four-color ads in

Parents' and *Redbook*, that reach our target audience: young mothers with kids.

Additionally, we are in the special Carolyn Davis section of *Reader's Digest*. All these will appear nationally during June and July.

To provide local support and heighten the impact of our introduction, we're running a series of small-space ads in selected major markets across the country.

New Smile Gum is available in four bright flavors: Spearmint, Peppermint, Fruit, and Cinnamon. Stock up and Smile!



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